



December 13, 2017

RE: Request for waiver for Norway Savings Bank Asset Management Group – 1200 Congress Street

Dear Planning Department,

My client, Norway Savings Bank Asset Management Group (NSAMG), would like to request a waiver for a second sign at their 1200 location. The application submitted is for two signs to replace the existing Portland Gastroenterology (PG) signs at this location. As I understand it, per the current ordinance, only one additional sign for this tenant would be allowed on this building. Below I have answered why I believe this second sign should be granted a waiver:

*(a) Signs shall meet the requirements of Section 14-526 (e) 2. - Signage and Wayfinding.*

The sign does meet these criteria.

*(b) The size, scale, proportions, design, materials, placement, quantity and source and intensity of illumination of any approved signage shall be designed to complement and enhance the architectural attributes of the building(s) to which they are attached or to which they are visually related. In addition, such signs shall be appropriate to the scale and character of the neighborhood in which it is located and shall be designed to suit the conditions from which it will be viewed, especially in relation to the distance, travel speed, and mode of travel of the viewing public.*

The channel LED letter design and materials match other signs already on this building and in this zone. The size of the sign is proportional to the space which that this tenant has in the building. Placing a sign on the opposite side of the building to their other sign gives visibility to traffic traveling in the opposite direction.

*(c) The signage shall either be of special design merit or shall respond to unique circumstances or characteristics associated with the subject property.*

This is an enormous multi-tenant building. A previous tenant, Portland Gastroenterology, was allowed the same style, size, and number of signs in the exact same locations. No circumstances have changed except for a different tenant taking over that space. This additional sign does not detract from the overall character of the building, yet allows this tenant to have visibility for traveling motorists and clients looking to find them whether from each direction traveled on Congress Street.

*(d) The provisions of this subsection shall be limited to commercial uses in business or industrial zones, industrial uses or institutional uses.*

These signs are for commercial use and are in a business zone.